



WKRN-TV  
441 Murfreesboro Road  
Nashville, TN 37210

WKRN-TV  
WKRN.COM

## Contract # 224541

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Pol/S Dickerson/R/Sen/TN (15729)  
**Agency** National Media Inc (1385)  
**Product** Politicalz - Candidates (1077)  
**Brand** S DICKERSON #3427 (116540)  
**Salesperson** Political National, AE (1494)  
**Sales Office** POLITICAL NATIONAL  
**Buyer Name** /  
**Phone/Fax** 271/487/3467  
**CPE** 271/487/3467  
**Account Types** Regional/Political/National Agency  
**Billing Type** Standard  
**Comments** S DICKERSON #3427  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/19/12  
**Last Modified** 10/22/12  
**Entered By** Kelly Preuett  
**CO-OP** No  
**Headline #** 06387514  
**Demo**  
**Order Type** Normal Spot (default)  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,235.00  
**Net Total** \$12,665.00  
**Sales Tax**

WKRN (WKRN)		
By Broadcast Month	Spots	Rate
Oct. 2012	27	\$11,450.00
Nov. 2012	8	\$3,450.00
<b>Grand Total:</b>	<b>35</b>	<b>\$14,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / NWS	10/23/12-10/26/12	2	:30	10:59P- News 2 at 10	2		X	X	X	X			2	\$800.00	\$1,600.00	WKRN (WKRN)	NEWS 2 AT 10<	10/19/12
2.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	10:35P- ABC Nightline		1	1	1	1				4	\$300.00	\$1,200.00	WKRN (WKRN)	NIGHTLINE	10/19/12
3.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	3P- Dr. Phil	2	X	X	X	X				2	\$250.00	\$500.00	WKRN (WKRN)	DR. PHIL	10/19/12
4.0	Normal Line / NWS	10/23/12-10/26/12	2	:30	3:58P- News 2 at 4	2	X	X	X	X				2	\$300.00	\$600.00	WKRN (WKRN)	NEWS 2 AT 4P	10/19/12
5.0	Normal Line / NWS	10/23/12-10/26/12	2	:30	5P- News 2 at 5	1	X	X	X	X				1	\$400.00	\$400.00	WKRN (WKRN)	NEWS 2 AT 5	10/19/12
6.0	Normal Line / NWS	10/23/12-10/26/12	2	:30	5:58P- News 2 at 6	3	X	X	X	X				3	\$500.00	\$1,500.00	WKRN (WKRN)	NEWS 2 AT 6	10/19/12
7.0	Normal Line / NWS	10/23/12-10/26/12	2	:30	5:58A- News 2 THIS MORNING/10/6AM	2	X	X	X	X				2	\$525.00	\$1,050.00	WKRN (WKRN)	NEWS2-MORN L	10/19/12
8.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	6:29P- Wheel of Fortune	2	X	X	X	X				2	\$1,000.00	\$2,000.00	WKRN (WKRN)	WHEEL-FORTUNE<	10/19/12
9.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	7A- Good Morning America	3	X	X	X	X				3	\$375.00	\$1,125.00	WKRN (WKRN)	GD MORN AMR-ABC<	10/19/12
10.0	Normal Line / NWS	10/27/12-10/27/12	2	:30	5:58A- News 2 Weekend at 6:00 am							1		1	\$100.00	\$100.00	WKRN (WKRN)	NEWS 2 WKND	10/19/12
11.0	Normal Line / SPORTS	10/27/12-10/27/12	2	:30	6:29P- Titans on 2 with Mike Munchak							1		1	\$250.00	\$250.00	WKRN (WKRN)		10/19/12
12.0	Normal Line / NWS	10/28/12-10/28/12	2	:30	9:59P- News 2 at 10								1	1	\$700.00	\$700.00	WKRN (WKRN)	NEWS2 10P SUN	10/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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For contract Terms and Conditions, please visit this site: <http://9toforms.com/images/TermsCon.pdf>.



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WKRN-TVOT NASHVILLE WKRN.COM

National Media Inc  
815 Staters Lane  
Alexandria, VA 22314

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13.0	Normal Line / SPOTS	10/28/12-10/28/12	2	:30	10:35P- Sports Extra								1	1	\$250.00	\$250.00	WKRN (WKRN)	NWS2SPRTS SUN	10/19/12
14.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11P- This Week with Bob Mueller								1	1	\$125.00	\$125.00	WKRN (WKRN)	THIS WK-MUELLER	10/19/12
15.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11:30P- 12A (CST)								1	1	\$50.00	\$50.00	WKRN (WKRN)		10/19/12
16.0	Normal Line / NWS	10/29/12-10/29/12	2	:30	9:59P- News 2 at 10		1							1	\$800.00	\$800.00	WKRN (WKRN)		10/19/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	10:35P- ABC Nightline		1							1	\$300.00	\$300.00	WKRN (WKRN)		10/19/12
18.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	3P- Dr. Phil		1							1	\$250.00	\$250.00	WKRN (WKRN)	DR. PHIL	10/19/12
19.0	Normal Line / NWS	10/29/12-10/29/12	2	:30	3:58P- News 2 at 4		1							1	\$300.00	\$300.00	WKRN (WKRN)	NEWS 2 AT 4P	10/19/12
20.0	Normal Line / NWS	10/29/12-10/29/12	2	:30	5P- News 2 at 5		1							1	\$400.00	\$400.00	WKRN (WKRN)	NEWS 2 AT 5	10/19/12
21.0	Normal Line / NWS	10/29/12-10/29/12	2	:30	5:58P- News 2 at 6		1							1	\$500.00	\$500.00	WKRN (WKRN)	NEWS 2 AT 6	10/19/12
22.0	Normal Line / NWS	10/29/12-10/29/12	2	:30	5:58A- News 2 THIS MORNING/ID/6AM		1							1	\$525.00	\$525.00	WKRN (WKRN)	NEWS2-MORN L	10/19/12
23.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	7A- Good Morning America		1							1	\$375.00	\$375.00	WKRN (WKRN)	GD MRN AMR-ABC<	10/19/12

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Date:

Accepted-Station:

Date:

Comments:

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

**FEDERAL CANDIDATE**

☒

**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, Jon Ferrell,

being/on behalf of: Steve Dickerson for State Senate, a legally

qualified candidate of the Republican political

party for the office of: TN State Senate

in the General Election

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

**Total Charges:**

*\$ 14,900.00*

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Steve Dickerson for State Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Ward Baker- Campaign Manager

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

\_\_\_\_\_  
Date

Jonathan W. Ferrell  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Greg Carter  
Signature

Greg Carter  
Printed Name

NSM  
Title